Ehrenberg-Bass Institute

2019 Annual Report

Laws of Growth special events

11 international conferences

Sydney and Melbourne is here to stay, with Sydney being joined for the year of Growth. At these special events, we welcomed Professor Jonathan Sweeney. Bernie explained the scientific laws of growth, and Jonathan shared his research into brand trust. We also hosted Bernie in Europe and North America cities.

Mental & Physical Availability Summits announced

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Mental and Physical Availability Summits were announced exclusively for our Corporate Partners at our Annual Day, 2019. The summits, to be held in Sydney, London and New York, will be the first conferences on Mental & Physical Availability presented by our Senior Marketing Scientists.

100,000 COPIES OF *How Brands Grow* 2019

Two years since publication, new Growth issues continues an international sales and distribution of 100,000 copies. Translations of the book into Chinese, Korean, Japanese, Spanish, Portuguese and Polish, and Russian, and the Complete Lectures Series, have been commissioned, and are in production, and further translations planned for 2020 and beyond.

11 new Corporate Sponsors

Welcome to Kimberly-Clark, Lenovo, Australian Unity, Sydney Opera House, Sydney Zoo, Lucidity, Adobe Corporate Publishers, Bendy, Schwarzgruber, Tesco and Kimberly-Clark.

Fully and Partially Sponsored Research Projects continue to grow with original expansions.

Award-winning partnered research

The corporate Sponsorship Program continues to grow with partnerships with Kraft Heinz and Coca-Cola. Partnerships with the Australian Institute of Business International Marketing Institute, and the International Congress continues to grow, with support for world Brand Management Institutes and Institutes in business education.

Industry Growth Initiative

Industry Growth Initiative (IGI) is a major initiative that has been launched in Australia, and will be launched in the UK and US in 2020 and 2021. IGI is a program of research and action, with the aim of improving the growth prospects of 25 industries. The first study of the Industry Growth Initiative concerns the Australian Beer Industry.

Growing demand for research services

Demand for our evidence-based research services continues to grow. We work with some of the largest commercial, advertising and media companies in Australia, and with many international organisations, which have made a substantial and partnered relationship.

121 seminars

This year, Senior Marketing Scientists presented 121 seminars to clients and prospective clients in 25 countries. The most popular seminars were on the Growth Collective Goals.

57 articles in 38 journals

We continue to publish in the world's top academic journals, including journal of Marketing, Harvard Business Review, Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research and Journal of Brand Management.

1 PhD, 5 masters

We celebrated Bianchi Ferraro's PhD completion and welcomed five new Masters students. Our combined cohort knowledge on Mental and Physical Availability, Awareness, category entry points, advertising, media decisions and Growth.

3 advisory board meetings

All three of the Institute's Advisory Boards met in Sydney, London and New York. Strategic Advisory Boards are a key part of the Institute's governance. Members of the Boards are drawn from the Institute's Corporate Partners, and are unconditional in the opinions expressed outdoors based on evidence and research.

Left: Left to Right: Jonathan Sweeney, Bianchi Ferraro, Bernie Ehrenberg

Advisory Boards

The Institute is privileged to have three outstanding advisory boards, in Australasia, Europe and North America. Our boards provide strategic guidance and help us set a research agenda that matches industry needs.

Australasian Advisory Board

Prof. Kerstin Bright-Davis Massey University
Prof. Jenni Romaniuk Ehrenberg-Bass
Sarah Kelly AMP
Tamara Kelly Australian Chicken Meats
Tamara Kelly AMP
Prof. Jenni Romaniuk Ehrenberg-Bass
Prof. Larry Lockshin University of South Australia
Prof. Ross Mackenzie Ehrenberg-Bass Institute
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North American Advisory Board

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The home of evidence-based marketing.

Director & Associate Directors

Prof. Robert Ehrenberg Director

Prof. Jenni Romaniuk Associate Director

Prof. Kerstin Bright-Davis Associate Director

Prof. Ross Mackenzie Associate Director

Prof. Jonathan Sweeney Associate Director

Prof. Ross Mackenzie Associate Director

Senior Marketing Scientists

Dr Erik Hauptmann Senior Marketing Scientist

Dr Jenni Romaniuk Senior Marketing Scientist

Dr Ross Gordon Senior Marketing Scientist

Prof. Ross Mackenzie Senior Marketing Scientist

Prof. Oliver Jenkinson Senior Marketing Scientist

Dr Kerstin Bauer Senior Marketing Scientist

Dr Jonathan Fountain Senior Marketing Scientist

Dr Nicolas Sonck Senior Marketing Scientist

**Dr Ross Gordon